

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Seguin Holiday Stroll Parade Kicks Off Holiday Season *Parade Followed by Lighting of Central Park, Evening of Entertainment*

SEGUIN, Texas – The community is invited to kick off the holiday season at the annual Holiday Stroll Parade in beautiful downtown Seguin. The festive parade includes area organizations, bands, businesses and individuals. Following the parade, Mayor Don Keil will officially turn on Central Park's holiday lights, providing a beautiful atmosphere for an evening of entertainment, food booths and pictures with Santa.

"There is so much to enjoy with friends and family," Assistant Parks and Recreation Director Crystal Miranda said. "Of course there is the parade itself but there is also the lighting of Central Park and an evening of family entertainment."

The parade begins Thursday, December 4 at 6:30 p.m. The route will follow Austin Street from College Street to Nolte Street. Guadalupe Regional Medical Center Chief Executive Officer Robert Haynes will serve as grand marshal. Awards will be given to the three parade entries with the best lighting, creativity and holiday spirit. Parade entry applications are available on the Parks and Recreation page of the City of Seguin website, www.seguintexas.gov. The deadline to submit applications is November 26.

"We always have great parade entries," Miranda continued. "The entrants know about the awards so every year they try to outdo each other with their floats. The real winners are the people who line up along Austin Street to see the result – a beautiful parade."

The lighting of Central Park will immediately follow the parade. Mayor Don Keil will flip the switch, illuminating the city's holiday centerpiece. Several non-profit organizations will offer food and beverage items from 5:30 until 8:30 p.m. Photo opportunities with Santa will also be available.

“This is a great evening that always provides safe, family-friendly fun,” Mayor Don Keil said.
“This really gets our great community into the holiday spirit. I encourage everyone to attend.”

The Holiday Stroll Parade is hosted by the Parks and Recreation Department. Questions can be directed to Assistant Director Crystal Miranda at (830) 401-2480 or cmiranda@seguintexas.gov.

WHAT: Holiday Stroll Parade

WHEN: Thursday, December 4 at 6:30 p.m., followed by lighting of Central Park

WHERE: The parade route follows Austin Street from College Street to Central Park

About the City of Seguin

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational and employment opportunities. Seguin's robust diversified economy features a steelmaker, a manufacturer of automotive parts, an engine manufacture and plants making roadside mowing equipment and building materials. In 2014, Seguin was proud to be selected by Siro Group USA as the future home of the company's North American manufacturing facility.

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